

# BL48 – New Street/Pallasades

0601-01 0344/01 Pallasades facing New Street Ramp



- Faces all traffic coming up the ramp from New Street
- Targeting both Bullring and Pallasades retail audience plus commuter audience from Birmingham New Street Station
- Audience figure of nearly 1 million per 2 weeks



- **Traffic Flow: 450,000 Per Week**